

What Is Claimed Is:

1. An information processing apparatus connected by a network to a first information processing apparatus for presenting a content comprising:

an acquisition means for acquiring information on said first information processing apparatus and information on a content presented by said first information processing apparatus from said first information processing apparatus;

a generation means for generating information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying a content on the basis of said information on said first information processing apparatus and said information on a content, which are acquired by said acquisition means;

a storage means for storing said information processing apparatus identification information and said content identification information, which are generated by said generation means, by associating said information processing apparatus identification information with said content identification information; and

a transmission means for transmitting information

on association stored in said storage means to a second information processing apparatus in response to a request made by said second information processing apparatus through said network.

2. An information processing apparatus according to claim 1, wherein, if said information processing apparatus identification information and said content identification information are disseminated by broadcasting, said acquisition means further acquires broadcasting identification information (transmission identification information) assigned to said broadcasting; and

said storage means further stores said broadcasting identification information (transmission identification information) by associating said broadcasting identification information (transmission identification information) with said information processing apparatus identification information and said content identification information.

3. An information processing apparatus according to claim 2, wherein said storage means further stores the address of said first information processing apparatus in said network; and

said apparatus further comprises an access

controlling means for controlling accesses made to said first information processing means through said network on the basis of any one of said information processing apparatus identification information, said content identification information and said broadcasting identification information (transmission identification information), which have been acquired from a third information processing apparatus.

4. An information processing apparatus according to claim 1, wherein said acquisition means further acquires a validity-condition concerning validity of presentation of a content from said first information processing apparatus; and

said storage means further stores said validity-condition by associating said validity-condition with said information processing apparatus identification information and said content identification information.

5. An information processing apparatus according to claim 4, wherein said validity-condition includes information on additional information added by the user receiving data including said information processing apparatus identification information and said content identification information.

6. An information processing method adopted in an

information processing apparatus connected by a network to a first information processing apparatus for presenting a content comprising the steps of:

acquiring information on said first information processing apparatus and information on a content presented by said first information processing apparatus from said first information processing apparatus;

generating information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying a content on the basis of said information on a first information processing apparatus and said information on a content, which are acquired by the processing at said acquisition step;

storing said information processing apparatus identification information and said content identification information, which are generated by the processing at said generation step, by associating said information processing apparatus identification information with said content identification information; and

transmitting information on association stored by the processing at said storage step to a second

information processing apparatus in response to a request made by said second information processing apparatus through said network.

7. A recording medium for recording a computer executable program of an information processing apparatus connected by a network to a first information processing apparatus for presenting a content, said program comprising:

an acquisition step of acquiring information on said first information processing apparatus and information on a content presented by said first information processing apparatus from said first information processing apparatus;

a generation step of generating information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying a content on the basis of said information on a first information processing apparatus and said information on a content, which are acquired by the processing at said acquisition step;

a storage controlling step of controlling storage of said information processing apparatus identification information and said content identification information,

which are generated by the processing at said generation step, by associating said information processing apparatus identification information with said content identification information; and

a transmission step of transmitting information on association, whose storage is controlled by the processing at said storage controlling step to a second information processing apparatus in response to a request made by said second information processing apparatus through said network.

8. An information processing apparatus comprising:

an extraction means for extracting content identification information for identifying a content presented by a first information processing apparatus and first information processing apparatus identification information for identifying said first information processing apparatus from a received signal;

a storage means for storing second information processing apparatus identification information for identifying said information processing apparatus itself; and

a request means for transmitting said content identification information and said first information processing apparatus identification information, which

are extracted by said extraction means, along with said second information processing apparatus identification information stored in said storage means to a second information processing apparatus so as to request said first information processing apparatus to present a content identified by said content identification information.

9. An information processing apparatus according to claim 8, wherein said information processing apparatus further includes a transfer means for transferring said second information processing apparatus identification information in advance to said second information processing apparatus for storing said second information processing apparatus identification information.

10. An information processing apparatus according to claim 8, wherein said extraction means further extracts additional related information related to additional data added by a user; and

said apparatus further comprises an acquisition means for acquiring said additional data related to said additional related information.

11. An information processing apparatus according to claim 8, wherein, if said first information processing apparatus identification information and said content

identification information are disseminated by broadcasting, said extraction means further extracts broadcasting identification information (transmission identification information) assigned to said broadcasting; and

said storage means further stores said broadcasting identification information (transmission identification information) by associating said broadcasting identification information (transmission identification information) with said first information processing apparatus identification information and said content identification information.

12. An information processing method comprising the steps of:

extracting content identification information for identifying a content presented by a first information processing apparatus and first information processing apparatus identification information for identifying said first information processing apparatus from a received signal;

storing second information processing apparatus identification information for identifying an information processing apparatus adopting said information processing method itself; and

transmitting said content identification information and said first information processing apparatus identification information, which are extracted by the processing at said extraction step, along with said second information processing apparatus identification information stored by the processing at said storage step to a second information processing apparatus so as to request said first information processing apparatus to present a content identified by said content identification information.

13. A recording medium for recording a program executable by a computer, said program comprising:

an extraction step of extracting content identification information for identifying a content presented by a first information processing apparatus and first information processing apparatus identification information for identifying said first information processing apparatus from a received signal;

storage step of storing second information processing apparatus identification information for identifying an information processing apparatus executing said program itself; and

a request step of transmitting said content identification information and said first information

processing apparatus identification information, which are extracted by the processing at said extraction step, along with said second information processing apparatus identification information stored by the processing at said storage step to a second information processing apparatus so as to request said first information processing apparatus to present a content identified by said content identification information.

14. An information processing apparatus comprising:

a first acquisition means for acquiring content identification information for identifying a content presented by a first information processing apparatus, first information processing apparatus identification information for identifying said first information processing apparatus and second information processing apparatus identification information for identifying a second information processing apparatus from said second information identifying apparatus;

a judgment means for forming a judgment on validity of said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information which are acquired

by said first acquisition means;

a second acquisition means for acquiring user information on a user of said second information processing apparatus; and

an output means for outputting the user information acquired by said second acquisition means in conformity with a result of said judgment formed by said judgment means as information for receiving a presented content identified by said content identification information.

15. An information processing apparatus according to claim 14, wherein, if said first information processing apparatus identification information and said content identification information are disseminated by broadcasting, said first acquisition means further acquires broadcasting identification information (transmission identification information) assigned to said broadcasting; and

said judgment means further forms a judgment on validity of said content identification information, said first information processing apparatus identification information, said second information processing apparatus identification information and said broadcasting identification information (transmission identification information).

16. An information processing apparatus according to claim 14, wherein said first acquisition means further acquires additional information; and

said judgment means further forms a judgment on validity of said additional information.

17. An information processing apparatus according to claim 14, wherein said information processing apparatus further includes an assignment means for assigning customer identification information for identifying a customer to said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information.

18. An information processing apparatus according to claim 17, wherein said output means outputs said customer identification information instead of outputting said second information processing apparatus identification information among pieces of information for receiving said content.

19. An information processing apparatus according to claim 18, wherein said information processing apparatus further includes a request means for requesting said first information processing apparatus to present a content identified by said content identification

information through a network instead of requesting said second information processing apparatus.

20. An information processing apparatus according to claim 19, wherein said information processing apparatus further includes a presentation means for directly or indirectly presenting a content identified by said content identification information to said second information processing apparatus in place of said first information processing apparatus.

21. An information processing method comprising the steps of:

controlling acquisition, from said second information identifying apparatus, of content identification information for identifying a content presented by a first information processing apparatus, first information processing apparatus identification information for identifying said first information processing apparatus and second information processing apparatus identification information for identifying a second information processing apparatus;

forming a judgment on validity of said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification

information, whose acquisition is controlled by the processing at said first acquisition controlling step;

controlling acquisition of user information on a user of said second information processing apparatus; and outputting said user information, whose acquisition is controlled by the processing at said second acquisition controlling step in conformity with a result of said judgment formed by the processing at said judgment step as information for receiving said content identified by said content identification information.

22. A recording medium for recording a program executable by a computer, said program comprising:

a first acquisition controlling step of controlling acquisition, from said second information identifying apparatus, of content identification information for identifying a content presented by a first information processing apparatus, first information processing apparatus identification information for identifying said first information processing apparatus and second information processing apparatus identification information for identifying a second information processing apparatus;

a judgment step of forming a judgment on validity of said content identification information, said first

information processing apparatus identification information and said second information processing apparatus identification information, whose acquisition is controlled by the processing at said first acquisition controlling step;

a second acquisition controlling step of controlling acquisition of user information on a user of said second information processing apparatus; and

an output step of outputting said user information, whose acquisition is controlled by the processing at said second acquisition controlling step in conformity with a result of said judgment formed by the processing at said judgment step as information for receiving said content identified by said content identification information.

23. An information processing apparatus connected by a network to a first information processing apparatus for presenting a content comprising:

an acquisition means for acquiring content identification information for identifying a content, first information processing apparatus identification information for identifying said first information processing apparatus and second information processing apparatus identification information for identifying a second information processing apparatus to receive said

content;

an assignment means for assigning customer identification information for identifying a customer to said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information;

a request means for requesting said first information processing apparatus to present a content identified by said content identification information through said network instead of requesting said second information processing apparatus; and

an output means for outputting customer identification information to said first information processing apparatus through said network as information for receiving said content instead of outputting said second information processing apparatus identification information.

24. An information processing apparatus according to claim 23, wherein said information processing apparatus further includes a presentation means for directly or indirectly presenting a content identified by said content identification information to said second information processing apparatus in place of said first

information processing apparatus.

25. An information processing method adopted in an information processing apparatus connected by a network to a first information processing apparatus for presenting a content comprising the steps of:

controlling acquisition of content identification information for identifying a content, first information processing apparatus identification information for identifying said first information processing apparatus and second information processing apparatus identification information for identifying a second information processing apparatus to receive said content;

assigning customer identification information for identifying a customer to said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information;

requesting said first information processing apparatus to present a content identified by said content identification information through said network instead of requesting said second information processing apparatus; and

outputting customer identification information to said first information processing apparatus through said

network as information for receiving said content instead of outputting said second information processing apparatus identification information.

26. A recording medium for recording a computer executable program of an information processing apparatus connected by a network to a first information processing apparatus for presenting a content, said program comprising:

an acquisition controlling step of controlling acquisition of content identification information for identifying a content, first information processing apparatus identification information for identifying said first information processing apparatus and second information processing apparatus identification information for identifying a second information processing apparatus to receive said content;

an assignment step of assigning customer identification information for identifying a customer to said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information;

a request step of requesting said first information processing apparatus to present said content identified

by said content identification information through said network instead of requesting said second information processing apparatus; and

output step of outputting customer identification information to said first information processing apparatus through said network as information for receiving a presented content instead of outputting said second information processing apparatus identification information.

27. An information processing system comprising:

a second information processing apparatus connected by a network to a first information processing apparatus for presenting contents;

a third information processing apparatus for receiving information prescribed by said second information processing apparatus; and

a fourth information processing for the processing at a request made by said third information processing apparatus,

said information processing system characterized in that:

said second information processing apparatus comprises:

a first acquisition means for acquiring information

on said first information processing apparatus and information on said content presented by said first information processing apparatus from said first information processing apparatus;

a generation means for generating first information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying said content on the basis of said information on said first information processing apparatus and said information on said content, which are acquired by said first acquisition means;

a first storage means for storing said first information processing apparatus identification information and said content identification information, which are generated by said generation means, by associating said information processing apparatus identification information with said content identification information;

a first output means for directly or indirectly outputting said first information processing apparatus identification information and said content identification information, which are stored in said first storage means, to a third information processing

apparatus; and

a transmission means for transmitting information on association stored in said first storage means to a fourth information processing apparatus in response to a request made by said fourth information processing apparatus through said network,

said third information processing apparatus comprises:

an extraction means for extracting said content identification information and said first information processing apparatus identification information from a received signal;

a second storage means for storing second information processing apparatus identification information for identifying said third information processing apparatus itself; and

a request means for transmitting said content identification information and said first information processing apparatus identification information, which are extracted by said extraction means, along with said second information processing apparatus identification information stored in said second storage means to a fourth information processing apparatus so as to request said first information processing apparatus to present

said content identified by said content identification information, and

said fourth information processing apparatus comprises:

a second acquisition means for acquiring said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information from said third information processing apparatus;

a judgment means for forming a judgment on validity of said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information which are acquired by said second acquisition means;

a third acquisition means for acquiring user information on a user of said third information processing apparatus; and

a second output means for outputting said user information acquired by said third acquisition means in conformity with a result of said judgment formed by said judgment means as information for receiving said content identified by said content identification information.

28. An information processing method adopted by an information processing system comprising:

a second information processing apparatus connected by a network to a first information processing apparatus for presenting a content;

a third information processing apparatus for receiving information prescribed by said second information processing apparatus; and

a fourth information processing for the processing at a request made by said third information processing apparatus,

said information processing method including:

an information processing method for said second information processing apparatus comprising the steps of:

controlling acquisition, from said first information processing apparatus, of information on said first information processing apparatus and information on a content presented by said first information processing apparatus;

generating first information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying a content on the basis of said information on said first information

processing apparatus and said information on a content,
whose acquisition is controlled by the processing at said
first acquisition controlling step;

controlling storage of said first information
processing apparatus identification information and said
content identification information, which are generated
by the processing at said generation step, by associating
said information processing apparatus identification
information with said content identification information;

directly or indirectly controlling output of said
first information processing apparatus identification
information and said content identification information,
whose storage is controlled by the processing at said
first storage controlling step, to a third information
processing apparatus; and

controlling transmission of information on
association, whose storage is controlled by the
processing at said first storage controlling step to a
fourth information processing apparatus in response to a
request made by said fourth information processing
apparatus through said network,

an information processing method for said third
information processing apparatus comprising the steps of:

controlling extraction of said content

identification information and said first information processing apparatus identification information from a received signal;

controlling storage of second information processing apparatus identification information for identifying said third information processing apparatus itself; and

transmitting said content identification information and said first information processing apparatus identification information, whose extraction is controlled by the processing at said extraction controlling step, along with said second information processing apparatus identification information, whose storage is controlled by the processing at said second storage controlling step to a fourth information processing apparatus so as to request said first information processing apparatus to present said content identified by said content identification information, and

an information processing method for said fourth information processing apparatus comprising the steps of:

controlling acquisition of said content identification information, said first information processing apparatus identification information and said

second information processing apparatus identification information from said third information processing apparatus;

forming a judgment on validity of said content identification information, said first information processing apparatus identification information and said second information processing apparatus identification information, whose acquisition is controlled by the processing at said second acquisition controlling step;

controlling acquisition of user information on a user of said third information processing apparatus; and

controlling output of said user information, whose acquisition is controlled by the processing at said third acquisition controlling step in conformity with a result of said judgment formed by the processing at said judgment step as information for receiving said content identified by said content identification information.

29. A recording medium for recording a computer executable program of an information processing system comprising:

a second information processing apparatus connected by a network to a first information processing apparatus for presenting a content;

a third information processing apparatus for

receiving information prescribed by said second
information processing apparatus; and

a fourth information processing for the processing
at a request made by said third information processing
apparatus,

said recording medium characterized in that said
program includes:

an information processing method for a second
information processing apparatus comprising the steps of:

controlling acquisition of information on said
first information processing apparatus and information on
a content presented by said first information processing
apparatus from said first information processing
apparatus;

generating first information processing apparatus
identification information for identifying said first
information processing apparatus and generating content
identification information for identifying said content
on the basis of said information on said first
information processing apparatus and said information on
a content, whose acquisition is controlled by the
processing at said first acquisition controlling step;

controlling storage of said first information
processing apparatus identification information and said

content identification information, which are generated by the processing at said generation step, by associating said information processing apparatus identification information with said content identification information;

directly or indirectly controlling output of said first information processing apparatus identification information and said content identification information, whose storage is controlled by the processing at said first storage controlling step, to a third information processing apparatus; and

controlling transmission of information on association, whose storage is controlled by the processing at said first storage controlling step to a fourth information processing apparatus in response to a request made by said fourth information processing apparatus through said network,

an information processing method for said third information processing apparatus comprising the steps of:

controlling extraction of said content identification information and said first information processing apparatus identification information from a received signal;

controlling storage of second information processing apparatus identification information for

identifying said third information processing apparatus
itself; and

transmitting said content identification
information and said first information processing
apparatus identification information, whose extraction is
controlled by the processing at said extraction
controlling step, along with said second information
processing apparatus identification information, whose
storage is controlled by the processing at said second
storage controlling step to a fourth information
processing apparatus so as to request said first
information processing apparatus to present said content
identified by said content identification information,
and

an information processing method for said fourth
information processing apparatus comprising the steps of:

controlling acquisition of said content
identification information, said first information
processing apparatus identification information and said
second information processing apparatus identification
information from said third information processing
apparatus;

forming a judgment on validity of said content
identification information, said first information

processing apparatus identification information and said second information processing apparatus identification information, whose acquisition is controlled by the processing at said second acquisition controlling step;

controlling acquisition of user information on a user of said third information processing apparatus; and

controlling output of said user information, whose acquisition is controlled by the processing at said third acquisition controlling step in conformity with a result of said judgment formed by the processing at said judgment step as information for receiving said presented content identified by said content identification information.